

# Audiovisual localization

## The search for perfection



Kamil Juljanski is a solutions architect at Capita Translation and Interpreting. His main role is to assist the business development and project management teams and use technology to find the perfect solution for their needs.

*Kamil Juljanski*





will be on-hand during the recording to advise on the translated script, or rephrase certain sentences if they don't fit or sound quite right. It may sound obvious, but translators should be familiar with the specific requirements of the project, as their translation will shape the voiceover itself. It's important for the translator to be aware of the length of the text, trying to keep their translation similar in length to the source material and make sure the text is easy to pronounce. Regardless of how good the quality of the translation is, if the voiceover artist stumbles over words, their effort will be in vain. Finally, it's preferable to have a producer or a director in the studio when recording. They will oversee the process, direct the talent and rectify any issues before the recording session wraps.

Recording voiceover is a challenging, but very satisfying process. We live in an increasingly visual world, reliant on multimedia and dominated by social media and video sharing platforms. YouTube is the second most popular website in the world, 95% of the global population live in an area covered by a mobile network, and two-way communication platforms (such as Alexa and Siri) are becoming commonplace across the globe. Our clients use video and audio to connect with their employees, partners and potential clients, and as such, the demand for high-quality audiovisual localizations grows. In such a subjective and creative industry, technology in the field continues to develop, but there are still challenges to overcome, tongue twisters to untangle and mispronunciations to correct. As long as there is a professional team of translators, voiceover artists, project managers and sound engineers working together behind every project, the quest to achieve audiovisual perfection comes closer into reach. [M]



# SmartMATE

TRANSLATION TECHNOLOGY



## ▶ CONNECTIVITY

- CMS integration
- CAT tools
- MT integrations



## ▶ QUALITY

- QA automation
- Terminology management
- Resource profiling



## ▶ PRODUCTIVITY

- Secure portal
- Customised reporting
- Automated workflows